

## Housing and Development -- Workgroup Chair: Councilman Eric Olson



Ensure that current and future residents find a variety of housing and employment options in the University District.

### 2020 Vision

- Increase single family home ownership. Expand the number of UMD affiliated businesses. Expand private, professional employment and housing for young professionals and families as part of redeveloping Route 1, the East Campus and the College Park Metro Station with walkable, mixed use, smart growth development. Increase undergraduate housing west of Route 1 and provide more graduate student housing.

### Accomplishments

- Creation of housing and development strategy in the University District with broad support on and off campus.
- Completion of major student housing/mixed use projects on west side of Route 1.
- Assemblage and launch of redevelopment of “Knox box” properties.
- Appointment of nationally recognized, locally experienced UMD senior advisor on community development (Omar Blaik).
- Opening of mixed use housing project for professionals (Domain).
- More than a dozen other redevelopment projects in the works on Route 1 and at College Park Metro Station.

### Goals

- Redevelop downtown College Park into a vibrant, walkable mixed use neighborhood offering attractive new housing, office and retail options.
- Redevelop the East Campus into a center of innovation and entrepreneurship that attracts businesses that are affiliated with or wish to be near UMD.
- Major walkable, mixed-use development at College Park Metro stop.

## Sustainability -- Workgroup Chair: Mayor Andrew Fellows

### 2020 Vision

- The University District will protect and conserve our natural resources, increase the use of clean, renewable energy sources, reduce greenhouse gases, provide green spaces and build green.

### Accomplishments

- On track to become a certified Maryland Sustainable Community, implementing “green” projects to increase residential energy efficiency, reduce stormwater pollution, plant trees, increase use of local food and many more.

### Goals

- Achieve the 150 points needed for College Park to become a certified Sustainable Maryland “green” community.



## College Park City University Partnership

### For More Information

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Today's college campuses aspire to be more than isolated centers of learning. Increasingly, universities are working hand-in-hand with adjacent neighborhoods and local governments to create dynamic communities that are mutually enriching and benefit everyone who lives, works, plays and learns in the area.

Maryland has worked hard to make the University of Maryland (UMD) a Top 20 academic success — now UMD, the state, the county and the city are focused on making the City of College Park a Top 20 college town.

Our campus is outstanding; we want our town to be equally renowned. But there are challenges. For example, currently only 4 percent of the UMD faculty and staff live in College Park, and College Park's “walkability” is far below such college towns as Chapel Hill and Ann Arbor.

Our goal is to change that. We will create a thriving, sustainable University District, consisting of the City of College Park and the UMD campus, along with interested neighboring communities.

We envision UMD staff living and raising their families close to their workplace, and College Park residents benefitting from the student and intellectual community in their neighborhood. We want to attract high-paying jobs and make our community safer and greener. And we want Prince George's County – and the State of Maryland — to benefit as well, as they provide critical support.

The College Park City University Partnership (CPCUP) is the non-profit local development corporation created by UMD and College Park that has been working for more than 18 years to improve public safety, transportation, housing, sustainability and K-12 education in the community.

Building upon this history of success, in 2011, at the request of University President Wallace Loh and Mayor Andrew Fellows and the Council of the City of College Park, CPCUP developed a vision for the University District to be achieved by the year 2020. This University District Vision 2020 has been endorsed by the campus and the City, as well as county and state leaders.

The City of College Park, Prince George's County, the University of Maryland and the State of Maryland are all working together to create and implement this integrated, comprehensive community development strategy for the University District around College Park, Maryland. Our unified goal is to make the University District of College Park a great college town by 2020.

## University District Vision for 2020

“College Park is a diverse, engaged community comprised of residents and businesses, and the vibrant education, research, cultural and international resources of the University of Maryland.

Residents are drawn to a range of housing options from single-family residences to high-density housing that thrives near walkable commercial centers. Diverse businesses – from high tech startups to community retailers – are drawn to a demographic that provides educated workers and consumers.

The University District offers its community a high quality of life including a safe and secure environment, access to world-class K-12 schools, and attractive commercial districts that serve families and students alike. The District enjoys excellent pedestrian and bicycle access, public transportation options, and efficient roads and parking. Finally, the University District exemplifies a leading “green” community, utilizing sustainable building practices, green technologies, and a strong commitment from the community to protect, preserve, and enhance natural resources.”

The Top 20 College Town by 2020 plan focuses on five core areas, all of which aim to attract residents and businesses; create a vibrant, attractive district; reduce commute times and create a more pedestrian, biking and transit-friendly environment.

To achieve our vision, CPCUP outlined the following goals with measureable outcomes.

## K-12 Education -- Workgroup Chair: Dean Donna Wiseman

Providing high quality public education for University District children will attract and retain more residents, including UMD staff, while preparing them to be excellent students who will achieve in school, in college and beyond.



### 2020 Vision

- UMD faculty, staff and others move to College Park so their children can attend local schools.

### Accomplishments

- UMD partnership with Paint Branch Elementary School provided the first Chinese language instruction for elementary school students in Prince George’s County.
- In August 2013, opened the College Park Academy (CPA), the rigorous college prep middle and high school.

### Goals

- Identify a permanent home for the College Park Academy in College Park and continue to grow its enrollment.
- Establish an exceptionally high quality extended day and summer enrichment program (CPA Plus), open to students in the University District in and beyond College Park Academy.
- Integrate UMD Center for Young Children preschool program into the community.

## Public Safety -- Workgroup Chair: Chief David Mitchell



Public safety is a core component of quality of life, equally important to college students, their families and permanent residents.

### 2020 Vision

- College Park is safer — and perceived as safer — than most of the nation’s best college towns as well as those communities in the Washington, D.C., area where UMD faculty and staff currently live.

### Accomplishments

- Extended the UMD Code of Student Conduct throughout the City of College Park (and beyond) to promote family-friendly behavior in local neighborhoods.
- Expanded jurisdiction of UMD police force to a number of City neighborhoods, including Lakeland, Crystal Springs, Calvert Hills, and the area of relatively new high rise student apartment residences along the west side of Route 1, north of the University’s Founder’s Gate.
- Fifteen security cameras and four license plate readers placed off campus in the City.

### Goals

- Expand the number of off-campus security cameras along with 24 hour surveillance.
- Integrate all sworn officers (including University of Maryland Police Department, Prince George’s County Police, College Park City contract officers), 911 dispatch personnel and the new cameras into an effective and efficient system.
- Expand efforts to educate all community residents about how to respond to inappropriate and/or illegal student resident behaviors.
- Explore establishing a “safety ambassador” program (unarmed police aides) to efficiently enhance the effectiveness of our police.

## Transportation -- Workgroup Chair: Delegate Joseline Peña-Melnyk

Finding more efficient and cheaper ways to get people to work, school and home again will result in happier, healthier residents.

### 2020 Vision

- Reduce commute times for University District residents and UMD employees and expand the walkability of the University District.

### Accomplishments

- Successfully won inclusion of University District priorities in Governor Martin O’Malley’s and the Maryland General Assembly’s 2013 transportation packages, which will add more rail cars and two more trains per day to the MARC commuter rail line, fund the Purple Line and invest \$20 million to proceed with rebuilding Route 1.
- Expanded and improved the quality of the bus service serving City and Route 1.

### Goals

- Continue our focus on implementing the Purple Line and rebuilding Route 1.
- Further improve MARC service.
- Expand pedestrian and bike infrastructure within the University District.
- Enhance Route 1 Ride Bus Service – increase frequency, add evening & weekend service

